



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA SARAWAK**

**KAMPUS SAMARAHAN**

**DIPLOMA IN PUBLIC ADMINISTRATION**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**

## **SINAR CRAFT**

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## **SUBMISSION LETTER**

### **AM110 4C ENT 300**

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9 MARCH 2012

Sir,

### **SUBMISSION OF BUSINESS PLAN**

As a representative of our company Sinar Craft, I would like to submit our business plan for your evaluation. We would like to personally thank you for all the guidance and support from the beginning of this business plan until the finishing touch of this business plan according to time given respectively. Moreover, we are grateful for helping us for the objective of our business and constantly checking on our progress during the making of this business plan.

ENT 300 has changed our view on business by giving us the experience that is difficult for us to gain in the real world without the guidance we needed. We now have a clear view to start

## 1.1 EXECUTIVE SUMMARY

The name of our company is **Sinar Craft**. Sinar Craft business activity is landscape decoration which is to provide a modern contemporary design to decorate landscape in door and out door to give a property a look of class with our decorative stone items. We will open our factory to produce these items in Central Road, Off Tan Sri Ong Kee Hui Road, 93300 Kuching, Malaysia as a starting point and will develop in time in other regions in Malaysia and Internationally. This business had been created on the form of five partners and each partner has contributed an amount of capital equally as agreed in our agreement.

All partners are responsible and encourage to participate in all business management and making sure our business is profitable with high quality products. We have agreed that Shah Imran Bin Rosalie as the General Manager, Mohd Shafiq Ruzaini Bin Mad Noh as the Marketing Manager, Abdul Fatha Bin Kamel as the Administration Manager, Muhammad Noorizam Bin Ramli as the Operation Manager and Muhammad Ikmal Zyman Bin Azmar as the Financial Manager.

The top management is lead by the **General Manager**, whom is responsible for the planning, leading, organizing, and controlling of the business activities. Moreover, the General Manager is responsible for the purpose of the business, its background, its partner background and the business background. The General Manager oversees the four main managers of the organization, which are divided into Marketing Manager, Administration Manager, Operation Manager, Financial Manager.

The **Marketing Manager** is responsible for setting the marketing objectives, determining the product, identifying target market, analyzing the market trend size, the competition, forecasting the sales, planning for the marketing employees, preparing the marketing budget, the market share, and developing strategies for the sales and promotion of the business.

## **1.2 INTRODUCTION**

The business name is Sinar Craft. The business nature of Sinar Craft is landscaping stones item such as lantern, wall panel, wall plague, and water features use to decorate customer's landscaping indoor and outdoor to make it more beautiful with a modern contemporary design and to add the touch of class. The date of the business commencement 10 January 2013 and the business registration is on 3 January 2013.

### **1.2.1 Name of company**

We have chosen Sinar Craft as the name of the business. Sinar in English is defined as shine, which we defined as our product gives a new shine to the environment with its quality and unique design that will make customers landscaping to be more beautiful with a modern contemporary design. Craft here means our products are crafted uniquely such as flowery design to differentiate with the other competitors, and we offer them a chance to design their own design as well. This name has been decided with the consensus of all the members of shareholders who are responsible for the commencement and establishment of this company. With this name, we are looking forward to endeavor in producing our product with the highest quality and fulfill our clients demand and satisfy them thus make Sinar Craft to be a well known company in this country and other countries soon.

### **1.2.2 Nature of business**

Sinar craft sells landscaping items to decorate customers landscaping area as mentioned above. In Malaysia, we can see that our country has a modern design buildings and statues. We have less landscaping items to decorate our beautiful country. However there are a few places that have started this decoration using landscaping items such as pots, lantern, water features in Putrajaya, and we see people decorating there houses with wall panels and wall plague stones. However there is little that have been done. We at Sinar Craft want to enhance people homes and streets to make it more beautiful. We see countries like Italy with their old buildings. However it still remains beautiful because of its crafted stones. In Melaka, we have our famous A'famosa wall. The wall itself is not exactly the apple to the eyes, but with landscaping decoration using